

Message Text

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PAGE 01 TOKYO 07507 01 OF 02 271019Z
ACTION EB-08

INFO OCT-01 EA-12 ISO-00 AID-05 CIAE-00 COME-00 FRB-01
INR-10 NSAE-00 ICA-20 TRSE-00 XMB-04 OPIC-06
SP-02 LAB-04 SIL-01 OMB-01 AGRE-00 CEA-01 DODE-00
H-02 INT-05 L-03 NSC-05 PA-02 CTME-00 SS-15
STR-07 ITC-01 SOE-02 DOE-15 PM-05 IO-14 EUR-12
/164 W

-----067732 271022Z /10/45

P 261117Z APR 78
FM AMEMBASSY TOKYO
TO SECSTATE WASHDC PRIORITY 7429
INFO AMEMBASSY BANGKOK
AMCONSUL FUKUOKA
AMEMBASSY CANBERRA
AMCONSUL HONG KONG
AMEMBASSY JAKARTA
AMEMBASSY KUALA LUMPUR
AMEMBASSY MANILA
AMCONSUL NAHA
AMCONSUL OSAKA KOBE
AMEMBASSY RANGOON
AMCONSUL SAPPORO
AMEMBASSY SEOUL
AMEMBASSY SINGAPORE
AMEMBASSY TAIPEI
AMEMBASSY VIENTIANE
AMEMBASSY WELLINGTON

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C O R R E C T E D C O P Y LAST TWO PARAS

E.O. 11652: NA
TAGS: BEXP, JA, US
SUBJECT: INTERAGENCY TASK FORCE TO DEVELOP A NATIONAL
EXPORT POLICY: COMMENTS BY AMERICAN CHAMBER OF COMMERCE
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IN JAPAN

REF: STATE 095673

1. UPON RECEIVING REFTEL EMBASSY ADVISED AMERICAN CHAMBER
OF COMMERCE IN JAPAN (ACCJ) OF TASK FORCE ESTABLISHMENT IN
CASE CHAMBER MIGHT WISH TO OFFER SUGGESTIONS. THE FOLLOW-

ING TEXT IN PARA 2 CONSISTS OF A LIST OF RECOMMENDATIONS DEVELOPED BY ACCJ'S TRADE EXPANSION COMMITTEE AND APPROVED BY ACCJ OFFICERS AND BOARD OF GOVERNORS. A VERY ACTIVE AND RESPONSIBLE GROUP OF U.S. BUSINESSMEN, THE ACCJ IS WELL INFORMED AND CONCERNED ABOUT TRADE ISSUES AND EMBASSY BELIEVES THE TASK FORCE WILL WISH TO GIVE THESE RECOMMENDATIONS CAREFUL CONSIDERATION.

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2. BEGIN TEXT: THE AMERICAN CHAMBER OF COMMERCE IN JAPAN REPRESENTS OVER ONE THOUSAND AMERICAN BUSINESSMEN MANY OF WHOM ARE CONNECTED WITH SMALL ENTERPRISES OR ARE IN THEIR OWN BUSINESS.

(PARA) WE CONGRATULATE PRESIDENT CARTER ON HIS DECISION TO START ON A MORE POSITIVE AND AGGRESSIVE COURSE OF ACTION TO STIMULATE EXPORTS AND WE HEARTILY SUPPORT ALL SUCH EFFORTS BY OUR GOVERNMENT.

(PARA) AS REQUESTED BY THE AMERICAN EMBASSY IN TOKYO WE HEREWITH SUBMIT SOME RECOMMENDATIONS AND WE ARE READY TO ELABORATE AND GIVE FURTHER INFORMATION WHICH IS CONSTANTLY DEVELOPED BY OVER TWENTY COMMITTEES.

ALL EFFORTS SHOULD BE PLANNED ON A LONG-RANGE BASIS AND

(PARA) ALL EFFORTS SHOULD BE PLANNED ON A LONG-RANGE BASIS AND NOT ONLY FOR IMMEDIATE EFFECT. OUR BUSINESS PARTNERS OVERSEAS HAVE LOST CONFIDENCE IN OUR PERFORMANCE AND VERY

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OFTEN PREFER NOT TO DEAL WITH AMERICAN BUSINESS BECAUSE THERE IS NO CONTINUITY AND ASSURANCE OF PROPER SERVICE.

(PARA) ABANDON CHANGES IN TAXATION WHICH HAVE BEEN THREATENING INTERNATIONAL AMERICAN BUSINESS FOR THE LAST TWO YEARS AS THIS MUST LEAD AND HAS ALREADY LED TO A DECLINE IN EXPORTS. INCREASE DISC AND OTHER CORPORATE TAX ADVANTAGES AS AN INCENTIVE AND ESPECIALLY LIBERALIZE THE TAXES FOR INDIVIDUALS INSTEAD OF MAKING THEM CONFISCATORY AS NOW CONTEMPLATED.

(PARA) PLAN COMPREHENSIVE TRAINING PROGRAMS, A WEST POINT OF EXPORT FOR INSTANCE, OR GRANTS TO NOW EXISTING BUSINESS SCHOOLS TO MAKE SURE THAT PROPER COURSES IN INTERNATIONAL BUSINESS ARE AVAILABLE. ESTABLISH SCHOLARSHIPS TO ALLOW OVERSEAS ASSIGNMENTS ON A WORKING LEVEL SIMILAR TO THE FULBRIGHT PROGRAM FOR ACADEMICS ASSIGNING YOUNG BUSINESSMEN TO TAKE POSITIONS OVERSEAS WHERE INCOME WOULD BE BELOW STANDARD BUT WHERE EXPERIENCE NECESSARY FOR FUTURE DEVELOPMENT CAN BE FOUND.

(PARA) STRENGTHEN OVERSEAS SELLING MISSIONS BY EXPANDING EXISTING TRADE CENTERS AND ADDING SUBSIDIZED SUPERMARKET/DEPARTMENT STORE OPERATIONS. ENCOURAGE SALESMEN TO TRAVEL OVERSEAS MORE REGULARLY AND FREQUENTLY BY SPECIAL DISCOUNTS

OR TAX CREDITS IF ACTUAL SALES CAN BE PROVEN OR IF THE
TRIPS ARE IN CONNECTION WITH EXHIBITIONS.

(PARA) OUTLAW EXTRATERRITORIAL APPLICATION OF AMERICAN
DOMESTIC REGULATIONS DETRIMENTAL TO FREE COMPETITION WITH
OTHER COUNTRIES AND THEIR BUSINESS AND INDUSTRIES (FOR
EXAMPLE ANTITRUST, CORRUPT PRACTICES, BOYCOTT).

(PARA) ALLOW THE EXPORT-IMPORT BANK AND OPIC GREATER FREE-
DOM TO GIVE INCENTIVES TO ACTIVE EXPORTERS, BE THIS BETTER
INTEREST RATES, SAFER CREDIT FACILITIES, INSURANCE AGAINST
CURRENCYFLUCTUATIONS, ETC. EDUCATE BANKS THROUGHOUT THE
COUNTRY ABOUT WHAT CAN BE DONE AND ASSIST IN TEACHING
BANKS THE BASICS OF EXPORT DOCUMENTATION AND FINANCE.
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STR-07 ITC-01 SOE-02 DOE-15 PM-05 EUR-12 IO-14
/164 W

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P 261117Z APR 78
FM AMEMBASSY TOKYO
TO SECSTATE WASHDC PRIORITY 7430
INFO AMEMBASSY BANGKOK
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(PARA) FULL EMPLOYMENT OF TAX INCENTIVES AS ALLOWED BY GATT
SHOULD BE MADE MANDATORY AFTER A DETAILED INVESTIGATION
HOW FAR WE CAN GO IN THIS RESPECT AND HAVE NOT GONE.

(PARA) ASSIGN EXPERTS TO KEY EMBASSIES TO FORM FIRE BRIGADES
JOINTLY WITH HOST COUNTRY CUSTOMS DEPARTMENTS TO SOLVE
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CLEARANCE PROBLEMS ESPECIALLY IN FOODS, PHARMACEUTICALS,
AND CHEMICALS WHERE MOST DISPUTES AT CLEARANCE MAKE FOR
LONG AND COSTLY DELAYS.

(PARA) CONSIDER THE FORMING OF A CABINET-LEVEL DEPARTMENT
OF INTERNATIONAL TRADE AND INDUSTRY (SEE MITI IN JAPAN).
ASSIST THE TRADE FACILITATION COMMITTEE AND THROUGH IT THE
TRADE STUDY GROUP WITH PROFESSIONAL PERSONNEL TO FACILITATE
THE COLLATING AND DIGGING OUT OF THE NECESSARY BACKGROUND
INFORMATION ON SPECIFIC CASE STUDIES. HAVE THE SMALL
BUSINESS ADMINISTRATION FORM A FULL-SCALE DEPARTMENT FOR
EXPORT ASSISTANCE.

(PARA) INTENSIFY PROPAGANDA FOR EXPORTS ON A PERPETUAL
BASIS, INTERESTING ALL OF THE MEDIA TO STRESS THE NEED OF
ALL AMERICANS AT HOME AND ABROAD TO THINK EXPORT AND TRY
TO DO BETTER. PUBLICIZE BOTH GOOD AND BAD EXAMPLES AND
GIVE A VERY SPECIAL VISIBILITY TO THE "E AWARDS" BY
GLAMORIZING THEM.

(PARA) STUDY THE EXPORT PROGRAMS AND PROMOTIONAL EFFORTS
ESPECIALLY OF JAPAN AND MOST WEST EUROPEAN COUNTRIES WHERE
MANY OF THE POINTS MADE IN THIS MESSAGE HAVE ALREADY BEEN
TRIED WITH SUCCESS. END TEXT. MANSFIELD

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Message Attributes

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